



BRAND GUIDE

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COLOR

MAIN COLORS



GREEN

PMS: 7725 C
CMYK: 100-0-86-0
RGB: 0-166-99
HEX: 2e3192



YELLOW

PMS: 395 C
CMYK: 5-0-90-0
RGB: 249-237-50
HEX: f9ed32



DARK BLUE

PMS: 2747 C
CMYK: 100-100-0-0
RGB: 45-49-146
HEX: 3e3192



LIGHT BLUE

PMS: 306 C
CMYK: 81-0-0-0
RGB: 0-85-241
HEX: 00b9f1

SUPPORTING COLORS



MEDIUM GREEN

PMS: 359 C
CMYK: 75-0-91-0
RGB: 134-199-105
HEX: 86c769



CHARCOAL

PMS: Black 7 C
CMYK: 75-0-91-0
RGB: 65-64-66
HEX: 414042

GRADIENT FILLS



Gradient from **Green** to **Yellow** at -133° midpoint at 55%



Gradient from **Dark Blue** to **Light Blue** at -133° midpoint at 39%

TYPOGRAPHY

New York Nineteen Sixty Use for headers

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

Paris Nineteen Sixty Use for body copy

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

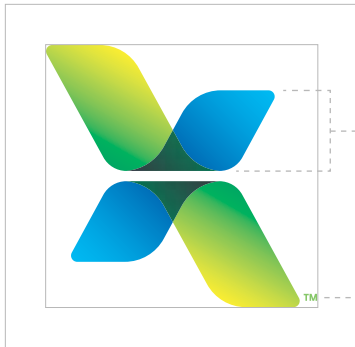
1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

Purchase at House Industries – <https://houseind.com/hi/chalet>

X MARKS

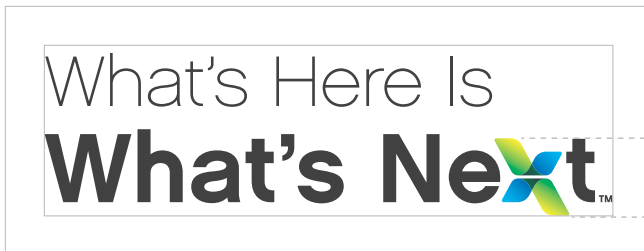
SIZE & SPACING

Use same size and spacing rules with color, grayscale, black and reverse versions



Clear Space Around
Mark: **1/2 height of
Blue Piece**

Scale TM for legibility at
small size and discretion
at large size



Clear Space
Around Lockup:
**1/2 height of
X Mark**



Clear Space Around
Mark & Byline:
**1/2 height of
Blue Piece**

X MARKS

COLOR USAGE

Gradient from **Green** to **Yellow** at -120° midpoint at 55%

Gradient from **Dark Blue** to **Light Blue** at -135° midpoint at 39%

All pieces set to **Multiply** blend mode



Gradient from **Dark Blue** to **Light Blue** at 45° midpoint at 39%

Gradient from **Green** to **Yellow** at 60° midpoint at 60%

TM in **Medium Green**

All color notes above apply to the X MARK in lockup below

Type in **Charcoal**

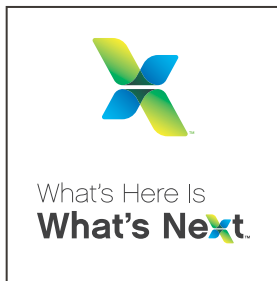
What's Here Is
What's NextTM

TM in **Charcoal**
(different than
standalone mark)

Type in **Charcoal**



DO print over White **DO NOT** print over Color or Images



X MARKS

GRAYSCALE USAGE

Gradient from **40%**

Black to 10% Black at
-120° midpoint at 55%

Gradient from **90%**

Black to 25% Black at
-135° midpoint at 39%

All pieces set to

Multiply blend mode

What's Here Is
What's Next

Gradient from **90%**

Black to 25% Black at
45° midpoint at 39%

Gradient from **40%**

Black to 10% Black at
60° midpoint at 60%

TM in **25% Black**

All color notes above apply to the X MARK in lockup below

Type in **90%**
Black

What's Here Is
What's NextTM

TM in **90% Black**
(different than
standalone mark)

Type in **90%**
Black



DO print over White

DO NOT print over Tint or Images



X MARKS

BLACK & WHITE USAGE



What's Here Is
What's Next[™]



All artwork prints **100% Black**

DO print over White **DO NOT** print over Tint or Images



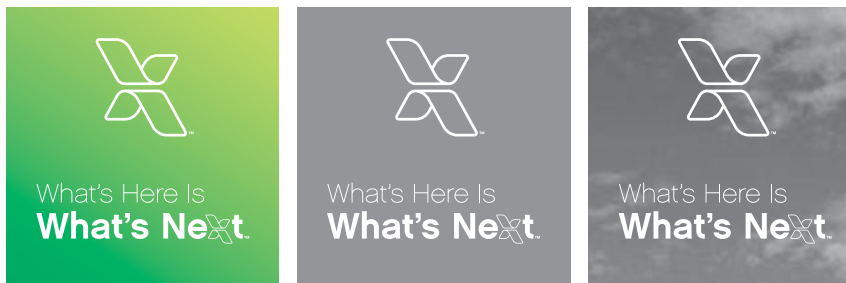
X MARKS

REVERSE USAGE



All artwork reverses to **Knockout White**

DO print over Gradients, darker Color or Tints & darker Images



DO NOT print over light Color, Tints or Images

